

**Lingnan University**  
**Department of Marketing and International Business**  
**MSc in Marketing and International Business**

**MIB 503 International Marketing Management**

**First Term, 2020-2021**

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Consultation hours: *By appointment*

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**Pre-requisite: Nil**

**Brief Course Description:**

Drawing on students' existing understanding of the international environment and their basic knowledge of marketing management, this course provide students with the knowledge of the cultural issues relevant to the development of an organization's international marketing planning; enable students to confidently analyze and solve culturally related marketing problems in order to facilitate the achievement of an organization's international marketing objectives; and deepen students' awareness and understanding of the cultural complexities associated with the international marketing of products and services.

**Aims:**

This course aims to provide students with fundamental concepts in managing international marketing operation. It focuses on major types of decisions and problems facing marketers in an increasingly dynamic and competitive global environment. In this graduate level course, emphasis will be placed on the functional aspects of international marketing. Real-life current international marketing examples will be used for discussions where applicable. This course also aims to fulfill the learning objectives related to the understanding of theories and practices of marketing, cultural diversity, and the international business trends.

## **Learning Outcomes:**

On completion of this course, students will be able to:

1. Explain the basic concepts, theories and practices associated with international marketing management;
2. Describe the nature of international marketing and its value for modern business with particular emphasis on the globalization of modern business and cultural diversity issues in an international dimension;
3. Analyze international marketing situations and make appropriate decisions;
4. Present project findings and recommendations as well-reasoned and fully substantiated managerial judgments with confidence.

## **Indicative Content:**

Global Market Environment: Introduction to Global Marketing, international social and cultural environments. This part will discuss how the local social and cultural environment may affect a firm's international marketing practices.

Approaching Global markets: Global information systems and market research, global segmentation, targeting and positioning, global marketing strategies.

Global Marketing Mix: Global brand and product decisions, global pricing, global marketing channels and physical distribution, global marketing communications decisions I: Advertising and Public Relations, global marketing communications decisions II: Sales Promotion, Personal Selling and special forms of marketing communication.

**Strategy and Leadership in the Twenty-First Century: Leadership, Organization, and Corporate Social Responsibility.**

## **Teaching Method:**

There will be a mixture of lectures, discussions and case studies. The lecture will provide a structure for studies and further readings. An important objective of interactive class exercises is to stimulate analysis, problem solving and team work.

### Measurement of Learning Outcomes:

1. Class discussions measures students' ability to explain concepts and apply these to analyze international marketing issues in the current international business setting.
2. Individual case study requires students to address cultural issues in a global marketing perspective.
3. Group project requires students to analyze a real-life company situation and to propose solutions and recommendations. The project report is assessed for logicity, flow or argument and feasibility of recommendations within an international marketing domain.
4. Group presentations require students to present their solutions to an international marketing issue orally in a professional manner. The credibility of the presentation plus the ability of the team to answer questions will be assessed.
5. Final examination assesses understanding of, and ability to describe international marketing management concepts, theories and principles.

Specific methods/tasks	assessment	Weighting	Course Intended Learning Outcomes to be assessed			
			1	2	3	4
Participation		10%	√			
Individual case study		10%		√	√	
Group project:-		40%	√	√	√	√
<i>Project write-up (25%)</i>						
<i>Project presentation (15%)</i>						
Final Examination		40%	√	√		
<b>TOTAL</b>		<b>100%</b>				

### Assessment:

Academic dishonesty and plagiarism will automatically result in a failing grade. The final letter grade for the course is based on the following distribution:

<b>Continuous Assessment as follows</b>	<b>60%</b>
Class participation	10%
Individual Assignment	10%
Group Project	40%
- <i>Written Group Report (25%)</i>	
- <i>Project Presentation (15%)</i>	
<b>Final Examination</b>	<b><u>40%</u></b>
<b>TOTAL</b>	<b>100%</b>

### Important Notes:

1. Students are expected to spend a total of 9 hours (i.e. 3\* hours of class contact and 6\* hours of personal study) per week to achieve the course learning outcomes.
2. Students shall be aware of the University regulations about dishonest practice in course work, tests and examinations, and the possible consequences as stipulated in the Regulations Governing University Examinations. In particular, plagiarism, being a kind of dishonest practice, is “the presentation of another person’s work without proper acknowledgement of the source, including exact phrases, or summarised ideas, or even footnotes/citations, whether protected by copyright or not, as the student’s own work”. Students are required to strictly follow university regulations governing academic integrity and honesty.
3. Students are required to submit writing assignment(s) using Turnitin.
4. To enhance students’ understanding of plagiarism, a mini-course “Online Tutorial on Plagiarism Awareness” is available on <https://pla.ln.edu.hk/> .

### Class Participation (10%)

Students are actively encouraged to ask questions in class. Students who display an interest in the subject score higher in participation. Taking an active part in group discussions or clear leadership in group projects/presentations also adds to participation marks. Students lose participation marks for low attendance, continuing lateness,

disturbing behaviour, etc. However, high attendance does not mean a high participation mark.

### **Individual Assignment - International Marketing Case Study (10%)**

You are required to write **a report of 1200 - 1500 words (i.e., 5 - 6 pages, font 12, double line spacing)** on a case study topic related to International Marketing Management (a word count must be shown at the end of the report). The case will be distributed in class. Please pay attention to the notes on referencing and plagiarism. The report should be submitted via Turnitin on Moodle by **27 Oct, 5pm**.

### **Group Project and Presentation (30%)**

Your team is working as management consultants for a consumer product company. The company wants to evaluate their existing international marketing strategies for this product. Your team is required to **analyse, compare, explain and evaluate** the international marketing strategies for this particular product, and **make recommendations** based on your findings. Specifically, you are required to identify and comment on:

- The standardization/ localization decisions
- Segmentation strategy
- The positioning of the product
- Product policy
- Pricing policy
- Distribution Policy
- Advertising Strategy (including media choice)
- Other Promotional Tools

For all of these you need to **make a comparison** between the strategies used in the Hong Kong market and those used in another country, you need to **explain** why differences in marketing strategies exist in different markets, and **evaluate** its effectiveness. Based on your findings, **make recommendations** to the client firms on their international marketing strategies.

There are a number of sources of information you can use:

- Overseas magazines: this may be a good place to start, selecting an advertisement for a product that you are familiar with in Hong Kong
- The Internet: check the company website, check if different versions of the website exist for different countries.

- Check retail websites in different countries, just as wellcomehk.com exists in Hong Kong, similar supermarket sites exist in other countries. This may aid you in getting important information on things such as pricing, product packaging, positioning etc.
- Look in stores which sell parallel imports - how does that product differ from that normally available in Hong Kong
- Try to schedule an interview with the product manager in Hong Kong ask him/her about the extent to which marketing decisions are globalised or locally standardised.
- Try to schedule an interview with the product account director or account manager of the advertising agency that handles the product in Hong Kong. (See sample introduction letter from me attached)
- Travel: if you are out of Hong Kong or know a friend / relative travelling out of Hong Kong ask them to buy a product for you noting where they bought it, price, etc. Compare the product and packaging, etc. with that available in Hong Kong.

You will be marked on the following:

***Report (25%)***

In your report let me know of other ideas that you came up with for collecting information on the international marketing of your chosen product. Reports should have **sections on introduction, methodology, findings, recommendations, conclusions, etc.** It must be double-spaced in 12-point font, with 2.5cm margins on four sides, and should be between 18 and 20 pages (excluding cover page, content page, references, and appendices), and should be submitted via Turnitin on Moodle by **5 Dec (Saturday), 5pm.**

***Project Presentation (15%) – 8 Dec 2020***

A group needs to make a **professional 20-minute presentation** outlining its analysis and providing the reasons for its choice. **Overlong** presentations will be **penalised**. Each group member should speak. Formal dressing is preferred. Please be on time for your presentation and make sure equipment is working well before your presentation begins. You should not read out the whole project report. Instead, you should concentrate on a few areas or examples which the class may find interesting and maybe can discuss. You

**will not be penalised** for not covering all the areas of the report in your presentation, rather you will be **rewarded** for making an interesting and professional presentation complete with appropriate examples.

**You may need some assistance or advice with your project. Please don't hesitate to contact me for help if you need it. Obviously, I am more impressed with students who seek assistance at an early stage and can show that they have made some efforts of their own before approaching me.**

### **Final Exam (40%)**

The final exam will cover everything that has been included in the course. It is normally in essay format, requiring students to answer questions from a variety of issues related to the course. **Online open book exam will be arranged in case face-to-face exam cannot be organized due to the pandemic.**

### **Required/Essential Readings:**

Green, M. C. and Keegan, W. J., *Global Marketing* (Global Edition), 10th Edition, Pearson, 2020.

This is an accessible text of around the right depth, which focus on the importance of emerging nations in contemporary global marketing. However, knowledge seeking cannot be restricted to only one text book. Students are advised to explore and study other related reading materials in an adequate manner.

### **Recommended/Supplementary Readings:**

#### *Books*

Alon, I., Jaffe, E., Prange, C. and Vianelli, D., *Global Marketing: Contemporary Theory, Practice, and Cases*, 2nd Edition, McGraw Hill, 2017.

Cateora, P., Gilley, M., Graham, J., and Money, R. *International Marketing*, 17th Edition, Boston, MA: McGraw Hill, 2016.

Fletcher, R. and Brown, L., *International Marketing: An Asia-Pacific Perspective*, 7th Edition, Pearson Education Australia, 2017.

Kotabe, M. and Helsen, K., *Global Marketing Management*, 7th Edition, Wiley, 2017.

Terpstra, V., Forley, J. and Sarathy, R., *International Marketing*, 11th Edition, The Dryden Press, 2016.

*Scholarly Journals and Practitioner-Oriented Magazines*

Business Horizon

International Journal of Research in Marketing

Journal of Academy of Marketing Science

Journal of Advertising

Journal of Advertising Research

Journal of International Business Studies

Journal of Marketing

Journal of Marketing Research

Journal of Retailing

Marketing Letters

Marketing Science

Management Science

The Economist

Fortune

**International Marketing Management  
MIB503**

**Weekly Class Schedule – 2020-21**

*(Every Tuesdays 2 – 5pm, SEKG09)*

<b>Week</b>	<b>Date</b>	<b>Activities</b>
1	SEP 15	Course Introduction, Ch.1 Introduction to Global Marketing
2	SEP 22	Ch.4 Social and Cultural Environment
3	SEP 29	Ch.6 Global Information Systems and Market Research <i>Exercise: Introduction to group project</i>
4	OCT 6	Ch.7 Segmentation, Targeting and Positioning
5	OCT 13	Ch.9 Global Market Entry Strategies <i>Introduction to case study</i>
6	OCT 20 (2-6pm)	Ch.10 Brand and Product Decisions in Global Marketing <i>Exercise: Finalize the product of your group project</i> <b>(Make-up class for consultation: 5-6pm)</b>
7	OCT 27	Ch.11 Pricing Decisions <i>Submission: Individual Case Study on Moodle</i>
8	NOV 3	Ch.12 Global Marketing Channels and Physical Distribution
9	NOV 10	Ch.13 Communications 1: Advertising and PR
10	NOV 17	Ch.14 Communications 2: Sales Promotion, Personal Selling and Special Forms of Marketing Communications
11	NOV 24	Group project consultations
12	DEC 1 (2-6pm)	Ch.15 Global Marketing and the Digital Revolution <b>(Make-up class for consultation: 5-6pm)</b>
<b>DEC 5 (Sat): <i>Submit Group Written Report on Moodle (by 5pm)</i></b>		
13	DEC 8 (2-6pm)	<b><i>4 hours class: &lt; Group Project Presentations &gt;</i></b>

Note: Chapters refers to 'Green and Keegan: Global Marketing (Global Edition) 10<sup>th</sup> Edition'

**Appendix 1. Assessment Rubric for Participation (10%)**

Traits	Mastering (8 – 10 marks)	Practicing (5 – 7 marks)	Emerging ( 0 – 4 marks)	Marking Weight
Attendance	Full, punctual attendance in class and mandatory seminars	Occasional absences or lateness from class or mandatory seminars	Frequent or recurring absence or lateness from class or mandatory seminars	*0.3=
Participation	Active class participation and leadership in group activities	Passive class participation and active in group activities	Lack of participation or active disruption of class and group activities	*0.7=
<b>ADDITIONAL COMMENTS</b>				

Grade:

Assessed by: \_\_\_\_\_

Date: \_\_\_\_\_

**Appendix 2. Assessment Rubric for Individual Assignment (10%)**

Traits	Mastering (8 – 10 marks)	Practicing (5 – 7 marks)	Emerging (0 – 4 marks)	Marking Weight
Answers the questions with references to International Marketing theories or concepts.	Applies appropriate international marketing theories or concepts to a great extent to answer questions correctly.	Applies some international marketing theories or concepts to answer questions, though some answers are incorrect.	Fails to apply international marketing theories or concepts, or applies such knowledge incorrectly when answering the questions.	*0.3=
Answers the questions with reference to knowledge gained in other business courses.	Applies appropriate knowledge gained in other business courses to a great extent to answer questions correctly.	Applies some knowledge gained in other business courses to answer questions, though some answers are incorrect.	Fails to apply knowledge gained in other business courses, or applies such knowledge incorrectly when answering the questions.	*0.2=
Displays an ability to practically apply theory and to develop workable cost-effective plans and recommendations	Applies theory to a practical situation resulting in workable, cost-effective solutions.	Applies theory that results in solutions which may be difficult to apply or are not cost-effective	Fails to apply theory in developing practical solutions, or proposes unworkable or cost-ineffective solutions.	*0.4=
Ability to answer questions clearly.	Answers are logical, well-structured, clearly presented, with few grammatical errors.	Answers are fairly presented, with some confusion in structure or writing style.	Answers are poorly written and poorly structured that makes it difficult to follow and comprehend.	*0.1=
<b>ADDITIONAL COMMENTS</b>				

Grade:

Assessed by: \_\_\_\_\_

Date: \_\_\_\_\_

**Appendix 3. Assessment Rubric for Group Project (40%)**

Traits	Mastering (8 –10 marks)	Practicing (5 – 7 marks)	Emerging (0 – 4 marks)	Marking Weight
Clear statement of product and identification of research scope and methods	Identifies product clearly and lays down how the research has been conducted.	Identifies product clearly but unclear about how the research has been conducted.	Does not identify product clearly or does not state how research was conducted.	*0.10 =
Students analyze the four P’s of the product marketing in a variety of international markets highlighting similarities and differences in approach	Clear, concise analysis of current international marketing strategy with respect to four P’s.	Missing some key elements of international marketing strategy or weak explanation of elements of the marketing mix.	Weak explanation of current international marketing strategy with gaps incorrect analysis of current four P’s.	*0.20 =
Students identify the segmentation, targeting and positioning strategies being used internationally	Utilizes evidence from the marketing mix to identify the nature of the S-T-P process being used internationally.	Misses key evidence from the marketing mix that leads to misidentification of the S-T-P process being used internationally.	Misunderstands the nature of the S-T-P process being used internationally.	*0.25 =
Students explain why the international marketing strategy is being applied as it is and offer appropriate strategic recommendations	Identification of the market and environmental considerations that underlie the current international marketing strategy with appropriate recommendations made.	Identifies some of the forces that underlie the current international marketing strategy and makes satisfactory recommendations.	Fails to identify the causes of the current international marketing strategy and offers recommendations inappropriate for the product.	*0.20 =
Students deliver a professional written report of their findings	A fully professional business report with good formatting, use of tables and charts, referencing and appendices.	A satisfactory business report although missing some key elements or lacking in structure or grammar.	A poor report, confusing in structure or grammar. Fails to provide adequate tables, charts, referencing or appendices.	*0.10 =
Students deliver a professional well-structured presentation of their findings	A smooth, well-structured presentation with clear data and conclusions. Well-handled answers to questions.	A satisfactory presentation although with mistakes in data presented or showing signs of lack of preparation.	A poor presentation that displays a clear lack of preparation and significant flaws in information presented.	*0.15 =
<b>ADDITIONAL COMMENTS</b>				

Grade:

Assessed by: \_\_\_\_\_

Date: \_\_\_\_\_

**Appendix 4. Assessment Rubric for Final Exam (40%)**

Traits	Good A    A-    B+	Satisfactory B    B-    C+    C	Poor C-    F	Marking Weight
Indicators	Mastery of course materials. Able to apply concepts to business situations and express ideas clearly and logically.	Knowledge of most topics but with gaps in ability to apply concepts or weaknesses in ability to express ideas.	Serious deficiency in knowledge with inability to apply concepts or to express ideas.	
Test Score	70-100	45-69	<45	*1.0=

**ADDITIONAL COMMENTS**

Grade:

Assessed by: \_\_\_\_\_

Date: \_\_\_\_\_

## Appendix 5.

### MIB503 International Marketing Management – Team Evaluation Form

Student's Name: \_\_\_\_\_ Group Number: \_\_\_\_\_

Assume that you have \$100 to divide among the members of your team (including yourself) based on each member's overall contribution to the Group Assessment and Project. The team member whose contribution was the greatest should receive the largest share of the \$100. The member whose overall contribution was smallest would receive the smallest amount. In the space below, please write the names of your team members *-including yourself-* and the dollars you feel they deserve:

No.	Name	Written Report	Project Presentation	Overall, would you pass or fail this member's contributions to the group project? (Please circle your decision)*
1				<b>Pass / Fail</b>
2				<b>Pass / Fail</b>
3				<b>Pass / Fail</b>
4				<b>Pass / Fail</b>
5				<b>Pass / Fail</b>
6				<b>Pass / Fail</b>
	<b>TOTAL</b>	<b>\$100</b>	<b>\$100</b>	----

*\* Any student who fails to obtain a passing grade from half of the group members will receive a failing grade in the group assignment.*

Now, please use the following space to write a few sentences explaining why you fail the team member(s) (if any):


**Reference Letter Sample:**

1 October 2020

To Whom It May Concern,

The students listed below are students of mine on a MSc in Marketing and International Business (MScMIB) course entitled '*International Marketing Management*'. As a major part of their assessment they have been asked to study the international marketing strategies of a major consumer goods product.

I would most appreciate if you would be kind enough to assist them in their studies. They will wish to find out from your organization the information such as the degree to which products are standardized worldwide, whether a global advertising and promotions programme is used and how distribution and pricing may vary in international markets. Any information you can provide in this regard would be most useful to them.

Many, many thanks for your assistance in this regard.

Sincerely,

Prof. Ada Hiu Kan WONG  
Associate Professor of Teaching  
School of Graduate Studies  
Lingnan University

Student Group:       AAA  
                              BBB  
                              XXX  
                              YYY  
                              ZZZ